

e Quality You Get

The Winton Co. guarantees every statement made in
WINTON SIX
advertising to be true without qualification

higher prices will tell you that it lacks in quality what it lacks in price.

That statement is completely false.

The only thing the Winton Six lacks is *super-price*. It lacks that because the Winton Company, being wholly free from debt and from over capitalization, is *not* forced to inflate the Winton Six price.

COMPARE \$80 AGAINST \$342.38

Here is what we are forced to charge you for the same items shown in Tables 1 and 2, and at the same or higher rates:

Stock dividends (6% on \$1,000,000)	\$60,000
Plant depreciation at 5%	60,000
Interest on bonds, mortgages, and gold notes	Nothing
Sinking fund	Nothing
Total per year	\$120,000
Averaging per car (1500 output)	\$80

This \$80 is \$262.38 less than must be charged per car under the three million dollar burden. And in neither car is quality involved at all.

AGAIN MORE PRICE, NOT QUALITY

There's still more to add. Consider dealer's discount. The average price of the six cars is \$1700 higher than the price of the Winton Six. The dealer gets 20 per cent. discount. Twenty per cent. of \$1700 is \$340. And so you pay \$340 more in dealer's discount on one of these cars than you do on the Winton Six.

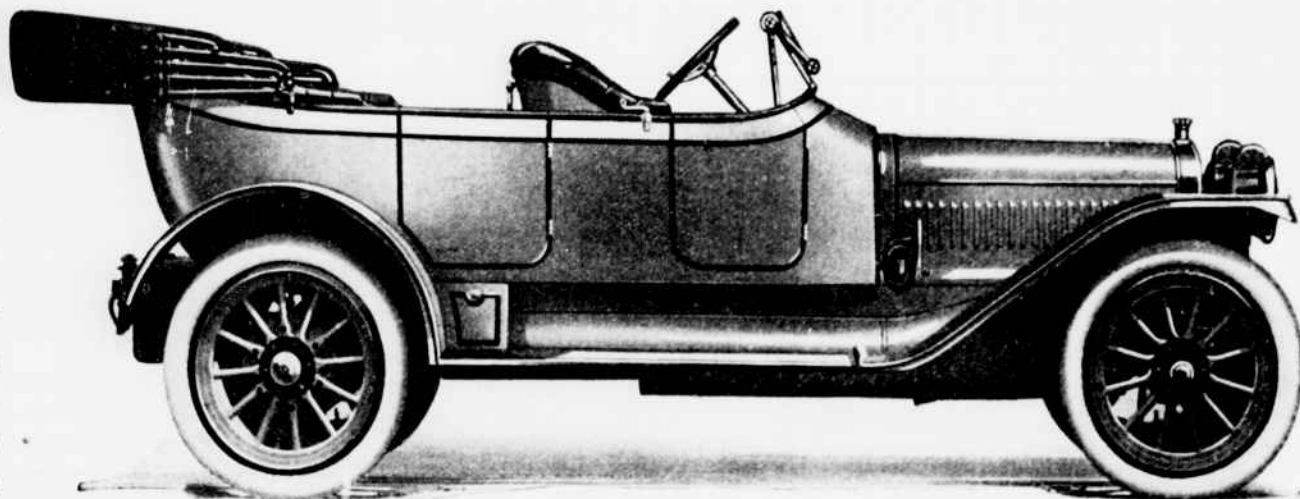
Add this additional \$340 to the excess \$262.38, shown above, and you will find a total of \$602.38 that we are not forced to add to the Winton Six price. (See Table No. 2.)

WHY WE PRINT THESE FIGURES

The Winton Company is practically the only one in America selling high grade Sixes at \$3000 or more that can publish these facts and figures. Because the Winton Company is practically (if not actually) the only one wholly free from any tremendous burden not connected with car quality. We own our plant scot free, and we owe nothing on bonds, mortgages or gold notes.

We publish these facts to set you thinking.

Making, as we do, the highest grade car that our long specialized experience and the best of facilities can produce, we want you to find out that a high-quality, up-to-the-minute



1913 WINTON SIX 1913

In its sixth year of success, the Winton Six has a 48 H. P. self-cranking motor, ball-bearing multiple-disc clutch and four-speed transmission, 130 inch wheel base, electric dash and tail lights, demountable rims, 36x4½ inch tires all around, three-quarter elliptical rear springs, and a most comfortable body of beautiful design. Price, \$3000. Top and glass front extra. **Now making 1913 deliveries.**

six-cylinder car of 48 H. P. need not cost you more than \$3000.

SIMPLY ASK TO BE SHOWN

Compare cars first. Then compare prices. And find in other cars, if you can, any equivalent of the price charged you above \$3000.

The \$3000 Winton Six is the car that converted high-grade makers and buyers from four-cylinder cars to Sixes.

It holds the world's lowest sworn repair expense record—22.8 cents per 1000 miles.

It is the pioneer self-cranking car, and its makers were the first in the world to make Sixes exclusively.

It is the only high-grade car that has not required a single radical change in five years.

It is up-to-the-minute in beauty, in design, in construction, and in performance, and it is the most restful riding car in the world.

Let us send you our 64-page, library-size catalog. It tells all the facts. Clip the coupon and mail it today.

The Winton Motor Car Co.

The World's First Makers of Sixes Exclusively
Cleveland, Ohio

WINTON BRANCH HOUSES

NEW YORK	Broadway at 70th St.
CHICAGO	Michigan Avenue at 13th St.
BOSTON	674 Commonwealth Ave.
PHILADELPHIA	246-248 N. Broad St.
BALTIMORE	Mt. Royal at North Ave.
PITTSBURGH	Baum at Beatty St.
CLEVELAND	1228 Huron Road
DETROIT	998 Woodward Ave.
MILWAUKEE	82-86 Farwell Ave.
MINNEAPOLIS	16-22 Eighth St., N.
KANSAS CITY	3324-3326 Main St.
SAN FRANCISCO	300 Van Ness Ave.
SEATTLE	1000-1006 Pike St.

DENVER Overland Automobile Co.,
1549 Lincoln St.

BUFFALO Ralph E. Brown Motor Car Co.,
North and Main Sts.

To the Winton Co., 73 Beres Road, Cleveland, Ohio

COUPON

Please send me the catalog advertised in the Sunday Magazine